

Message Text

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TO USDOC USTS

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E.O. 11652: N/A

TAGS: ETRD

SUBJECT: SPR TOHO FILM COMPANY

SUUMMARY: PROPOSES TOHO FILM COMPANY FILMING ALASKA PROJECT.
END SUMMARY.

JW 5-569 JAPAN'S FOREMOST MOTION-PICTURE PRODUCTION COMPANY INTEREESTED IN SECURING SPR SUPPORT FOR PRODUCTION OF A FULL-LENGTH (THREE AND ONE-HALF HOURS) MOTION-PICTURE BASED ON THE BEST-SELLING BIOGRAPHY OF A JAPANESE CITIZEN WHO LIVED WITH AND ASSISTED ESKIMO TRIBES IN ALASKA. FOOTAGE WILL INCLUDE ESKIMOS, WILDLIFE, SCENERY, OZV ASPECTS OF ALASKA VALUABLE FOR TRAVEL MOTIVATION. PROJECT WILL INVOLVE DISPATCH OF ADVANCE LOCATION SCOUTING CREWS IN SUMMER AND WINTER 1975 FOLLOWED BY ACTUAL FILMING IN SUMMER AND WINTER 1976. PUBLIC RELEASE SCHEDULED IN 1977. WILL BE THE COMPANY'S MOST COSTLY PRODUCTION FOR 1977 RELEASE. NORTHWEST AIRLINES AND ALASKA STATE OFFICE WILL EXTEND FULL COOPERATION. OUR MAJOR PROBLEM IS MEASUREMENT. WE PROPOSE TO MEASURE DOLLAR AND POINT VALUE BY FILM LENGTH, NUMBER OF THEATER SHOWINGS AND ACTUAL AUDIENCE BASED ON TICKET RECEIPTS. PLEASE CONFIRM THIS MEASUREMENT TECHNIQUE ACCEPTABLE. OUR TENTATIVE SUPPORT WILL CONSIST OF 20 TO 40 WAIVERS FOR FILM CREWS OVER TWO YEAR PERIOD PLUS SPR DOLS5,000 TO DOLS10,000. THIS QUITE MINIMAL SINCE TOTAL ESTIMATED PRODUCTION COST EXCEEDS ONE MILLION THREE HUNDRED THOUSAND DOLLARS.
HODGSON

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